

provider on the basis of a visited-customer history received from an exclusive device installed at the shop associated with the advertisement information.

3. A server system comprising:

a communication section for transmitting and receiving data via a network;

a storage section for storing advertisement information therein;

a storage section for storing information relating to a base station therein; and

a storage section for storing information about an advertiser as customer information,

and wherein said server system transmits the advertisement information requested by an advertiser to distribute it to a base station specified by the advertiser and calculates an advertisement fee to be charged to the advertiser the basis of a found portable-communication-terminal history received from the base station.

4. A method for calculating an advertisement fee to be charged to an advertiser, wherein the total number of users who received advertisement information from a base station and dropped in at a shop is calculated on the basis of a visited-customer history received from an exclusive device installed at the shop associated with the advertisement information requested by the advertiser to distribute, and the advertisement fee is determined based on the total visitor number.

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5. A method for calculating an advertisement fee to be charged to an advertiser, wherein the amount of sales caused by users who received advertisement information from a base station and dropped in at a shop is calculated on the basis of a visited-customer history received from an exclusive device installed at the shop associated with the advertisement information requested by the advertiser to distribute, and the advertisement fee is determined based on the calculated amount of sales.

6. A method for calculating an advertisement fee to be charged to an advertiser, wherein the total number of portable communication terminals found by a base station is calculated on the basis of a found portable-communication-terminal history received from the base station for distribution of advertisement information requested by an advertiser to distribute, and the advertisement fee is determined by the total number.

7. A base station comprising:

a storage section for storing therein advertisement information;

a radio communication section for transmitting and receiving data to and from a plurality of portable communication terminals in the form of a radio signal; and

a finder device for finding at least one of the plurality of portable communication terminals

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present within a radio signal arrival range,

and wherein the base station transmits a radio connection request to the portable communication terminal found by said finder device, and when receiving a connection approval from the portable communication terminal, the base station transmits information for selection of advertisement information to the portable communication terminal and transmits the selected advertisement information to the portable communication terminal.

8. A base station as set forth in claim 7, wherein said storage section for storing therein said advertisement information stores first advertisement information and second advertisement information including a detail of said first advertisement information with respect to each advertisement object, transmits information for selection of the first and second advertisement information to the portable communication terminal, and transmits the selected advertisement information to said portable communication terminal.

9. A base station as set forth in claim 7, further comprising:

a communication section for transmitting and receiving data via a network;

a section for newly adding or deleting advertisement information with respect to said storage section for storing advertisement information

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according to instruction information received from a server system via the network; and

a section for updating information to select said advertisement information.

10. A base station as set forth in claim 7, further comprising a storage section for storing therein a found portable communication terminal as a found portable-communication-terminal history, and wherein, when the base station found the portable communication terminal present within said radio signal arrival range, an identifier corresponding to the portable communication terminal is stored in said storage section for storing the advertisement information together with a found date.

11. A base station as set forth in claim 10, further comprising a communication section for transmitting and receiving data via a network, and wherein said communication section transmits said found portable-communication-terminal history to a server system connected to said network.

12. An exclusive device installed at a shop associated with advertisement information, comprising:

a storage section for storing therein a visited-customer history;

a radio communication section for transmitting and receiving data to and from a plurality of portable communication terminals; and

a finder device for finding at least one of

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the plurality of portable communication terminals present within a radio signal arrival range, and

wherein the exclusive device confirms whether or not the portable communication terminal found by the finder device already received the advertisement information associated with the shop from a base station and, when the portable communication terminal already received the advertisement information, the exclusive device records a date at which said confirmation was made as a visited-customer history in the storage section.

13. An exclusive device as set forth in claim 12, further comprising a communication section for transmitting and receiving data via a network, and wherein said communication section transmits said customer history to a server system connected to said network.

14. An exclusive device as set forth in claim 12, wherein the exclusive device records the amount of sales caused by a user as a customer history.

15. A portable communication terminal comprising:
a storage section for storing therein a received advertisement information history; and
a radio communication section for transmitting and receiving data to and from a base station or an exclusive device in the form of a radio signal, and

wherein, when receiving advertisement

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